

# Community Action: A Catalyst for Transforming Communities

Welcome to the CAAP 2006 Community Development Forum. The forum is designed to provide you with the opportunity to discuss trends in community development, share success stories and learn about your fellow Community Action Agencies' unique approaches to this important topic.

Being a *catalyst* can mean many things – innovator, instigator, organizer, visionary. Throughout this conference you will hear from individuals and groups that have redefined the idea of ordinary and have been catalysts for change in their own communities.

Our opening keynote speaker, Jim McClurg comes to us from the Social Enterprise Alliance, and will challenge us with his presentation “*Sustainable Community Development: Promise or Pipedream?*”

After serving as Mayor of Pittsburgh, Tom Murphy found himself in the middle of the hurricane ravaged south rebuilding lives. He will share his experiences during a special luncheon session presentation “*Transforming our Communities*”.

You will have the opportunity to expand your knowledge base with John Shehane, Principal with Non Profit Solutions, who will present “*The Non Profit Business Plan, Parts 1 and 2*” at a two-part special session.

You will also be able to join your Community Action Agency colleagues for the “*Best Practices Roundtable*” and the “*Circles-PA Roundtable*”.

Come to the National Community Action Foundation Reception for conversation, food and drinks. Help the Community Action Partnership of Mercer County celebrate its 40<sup>th</sup> Anniversary at a dinner banquet complete with a social hour, dinner and great entertainment. Relax and network with friends and colleagues you haven't seen recently.

We hope you enjoy our 2006 Community Development Forum and travel home refreshed and invigorated, with new-found knowledge that will help pave the way to becoming a catalyst for change in your own community.

## Keynote Speaker

“Sustainable Community Development: Promise or Pipedream?”



**Jim McClurg, Social Enterprise Alliance**  
**Wednesday, May 24 • 9:00 a.m.**

**Can an agency dedicated to improving the self-sufficiency of low-income citizens lift itself out of poverty? Is it possible to change lives, achieve organizational sustainability and speak truth to power while dependent on charitable contributions and government grants? The mission of community action programs is too important to leave to chance. Join in an examination of the motives, methods and merits of pursuing organizational sustainability through earned revenue.**

**Jim McClurg** is President of the Social Enterprise Alliance, a North American membership association comprised of 1200 nonprofits, funders and consultants who share the goal of creating sustainable nonprofits through earned income. For 25 years, Jim served as CEO of Northwest Center Industries in Seattle, a nonprofit organization that provides training and employment for people with disabilities and achieved financial self-sufficiency through a network of mission-related business ventures that generated \$30 million in 2005. He graduated as valedictorian of Masters Degree programs in Education and Business Administration at the University of Washington.

## Luncheon Speaker

### “Transforming Our Communities”



**Tom Murphy, Urban Land Institute**  
**Wednesday, May 24 • 1:00 p.m.**

Transforming a community takes hard work and dedication. It takes fortitude to make bold decisions and leadership to move it forward.

As the former Mayor of Pittsburgh, **Tom Murphy** accomplished one of the most drastic city revitalizations in America. Pittsburgh was suffering from a severe economic downturn and a deteriorating physical environment. Over the years, he led a drastic turnaround, including the transformation of former industrial sites into vibrant residential neighborhoods and miles of riverfront public space, including jogging and biking trails that wind throughout the city. In January 2006, Murphy was named the Urban Land Institutes' (ULI) Gulf Coast Liaison, moving forward the Institute's work in defining a rebuilding strategy for New Orleans and extending ULI's involvement in other Gulf Coast areas.

## Special Session

### “The Nonprofit Business Plan”



**John Shehane, Nonprofit Business Solutions**  
**Thursday, May 25**  
**9:00 a.m. – 12:00 p.m. and 1:00 p.m. – 4:00 p.m.**

Explore the opportunities that are available to nonprofits. Look at trends and search for earned income within the nonprofit sector; investigate the specific methods used in identifying an open market opportunity; determine the viability of that opportunity; and, learn the ins and outs of developing a business plan to capitalize on such a venture.

**John Shehane** has been involved in development work for 33 years. He has generated resources for such organizations as Girl Scouts, United Way, The University of Missouri-Kansas City, University of California San Francisco School of Medicine and Pembroke Hill School. Since 1994, he has been the President of The John Shehane Group (now known as the New John Shehane Group), a fundraising and marketing firm serving nonprofits with an emphasis in planned giving, asset-building campaigns, strategic and business planning and development program outsourcing.

## Evening Activities

### National Community Action Foundation Reception



Tuesday, May 23 • 6:00 p.m.

Join your colleagues for conversation, food and a few laughs. Discuss the latest news regarding CSBG funding as well as the atmosphere in both Harrisburg and Washington. Offer your perspective on the future direction of funding for human services programs.

The reception is free with donations to NCAF and CAP-PAC accepted.

### Community Action Partnership of Mercer Co. 40<sup>th</sup> Anniversary Dinner Banquet

Wednesday, May 24 • 6:00 p.m. – 9:00 p.m.

An evening of food, fun and celebration. *The Community Action Partnership of Mercer County* is celebrating their 40<sup>th</sup> anniversary and they invited forum attendees to the party.



Beginning with a social hour, followed by dinner and wrapping up with great entertainment from Beatles tribute band, “Come Together,” how could anyone pass this up? The banquet and entertainment is included in the Forum registration fee.

Pennsylvania Senator Robert Robbins (R-50) will honor Pennsylvania’s Community Action Agencies by presenting a Senate proclamation designating the month of May as Community Action Month.



# Forum Agenda

*All functions of the conference will be held at the Radisson Hotel Sharon in West Middlesex in the room indicated under the time for the function.*

**PLEASE RESPECT OUR SPEAKERS, PRESENTERS AND OTHER ATTENDEES.  
Turn off or set all cell phones to “vibrate” mode when attending agenda functions.**

## *Tuesday, May 23*

6:00 p.m. – 8:00 p.m.  
*Courtyard*

### **National Community Action Foundation (NCAF) Reception**

Attendees will have an opportunity to discuss current funding issues, the political climate in both Harrisburg and Washington and the future direction of funding for human services programs.

The reception is free with contributions to support NCAF and CAP-PAC accepted.

## *Wednesday, May 24*

7:30 a.m.  
*Outside the Manchester room*

### **Registration**

8:00 a.m. - 8:45 a.m.  
*Courtyard*

### **Continental Breakfast**

8:45 a.m. – 9:00 a.m.  
*Manchester room*

### **Opening Remarks**

**John Wilson**, *executive director, CAAP*

9:00 a.m. – 10:00 a.m.  
*Manchester room*

### **Opening Keynote Speaker**

**“Sustainable Community Development: Promise or Pipedream?”**

**Jim McClurg**, *president, Social Enterprise Alliance*

10:00 a.m. – 10:30 a.m.  
*Manchester room*

### **“Targeted Revitalization in PA”**

**Larry Segal**, *executive director, Governor’s Office of Housing and Community Revitalization*

**Lisa Yaffee**, *deputy executive director, Governor’s Office of Housing and Community Revitalization*

*Wednesday, May 24, continued*

10:30 a.m. - 11:00 a.m.

*Manchester room*

**“Community Action Teams and Local CAA’s: Are You Ready”**

**Jackie Parker**, director, Community Action Team, Dept. of Community and Economic Development

**Ellen Kight**, southwest regional director, Dept. of Community and Economic Development

11:00 a.m. – 11:30 a.m.

*Manchester room*

**“PHFA and CAA’s Working Together: Opportunities for Housing and Community Development”**

**Carla Falkenstien**, manager, housing services, Pennsylvania Housing Finance Agency

11:30 a.m. – 12:00 p.m.

*Manchester room*

**“Roundtable: Putting the Pieces Together”**

**Facilitator: Jim McClurg**, president, Social Enterprise Alliance

12:00 p.m. - 1:30 p.m.

*Courtyard*

**Luncheon with Speaker**

**“Transforming our Communities”**

**Tom Murphy**, Gulf coast liaison, Urban Land Institute; former Mayor of Pittsburgh

1:00 p.m. – 4:30 p.m.

*Devonshire room*

**Special Work Group Meeting**

**CAAP Statewide Planning Initiative Work Group Meeting**

**Facilitator: Bettie Stammerjohn**, consultant, Stammerjohn Consulting

1:30 p.m. - 2:30 p.m.

*Manchester room*

**“Small Cities Growth Fund Panel: A Regional Collaborative Model”**

**Rich Dieter**, consultant, Dieter Associates

**Ellen Kight**, southwest regional director, Dept. of Community and Economic Development

2:30 p.m. - 3:30 p.m.

*Manchester room*

**“Community Planning Model: Getting Beyond Turf Issues to Effectively Build Communities”**

**Darlene Bigler**, executive director, Community Action Southwest

**Ellen Kight**, southwest regional director, Dept. of Community and Economic Development

**Maureen Hogan**, consultant, Maureen Hogan Consulting

**Karen Brean**, owner, Brean Associates

*Wednesday, May 24, continued*

3:30 p.m. - 4:30 p.m.  
*Manchester room*

**“Organizing Communities for Responsive Community Development”**

**Rich Dieter**, *consultant, Dieter Associates*

6:00 p.m. – 9:00 p.m.  
*Ballroom*

**Community Action Partnership of Mercer County 40<sup>th</sup> Anniversary Banquet**

In addition to a social hour, dinner & entertainment, Pennsylvania Senator Robert Robbins (R-50) will present a Senate proclamation designating the month of May as Community Action Month.

**Thursday, May 25**

7:30 a.m.  
*Outside the Devonshire room*

**Registration**

8:00 a.m. - 9:00 a.m.  
*Courtyard*

**Breakfast Buffet**

9:00 a.m. - 10:00 a.m.  
*Devonshire room*

**“Franchising Opportunities for Non Profits”**

**Dave Dietrich**, *The Family Business Center*  
**Susan Balla**, *The Family Business Center*

10:00 a.m. - 11:00 a.m.  
*Devonshire room*

**“A Catalyst for Thriving Communities”**

**Eric Dickerson**, *deputy director, Federal Home Loan Bank*

11:00 a.m. - 12:00 p.m.  
*Devonshire room*

**“Foundation Support for Community Development Activities: Getting It and Making It Work”**

**Elizabeth Lynn**, *assistant director, McCune Foundation*

9:00 a.m. – 12:00 p.m.  
*Sheffield room*

**Special Session**

**Note: See Part 2 on page 8**

**“The Non Profit Business Plan, Part I”**

**John Shehan**, *principal, Non Profit Business Solutions*

12:00 p.m. – 1:00 p.m.  
*Courtyard*

**Luncheon**

1:00 p.m. – 2:00 p.m.  
*Devonshire room*

**“The Benefits Bank and Community Action Agencies: A Natural Partnership ”**

**Robert Brand**, *president / chief executive officer, Solutions for Progress*  
**Jane Whittaker**, *chief operating officer, Solutions for Progress*

*Thursday, May 25, continued*

2:00 p.m. – 3:00 p.m.

*Devonshire room*

**“Rural Communities Transformed: Case Studies from the Field”**

**Joe Yarzebinski**, *program director, Rural PA Initiative, Rural Local Initiative Support Corporation (Rural LISC)*

**Mike Johnson**, *deputy for housing administration, Rural Opportunities, Inc.*

**Jim Stark**, *executive director, Fayette County Community Action Agency*

3:00 p.m. – 4:00 p.m.

*Devonshire room*

**“Adaptive Re-use of Older Buildings: Vacant to Viable”**

**Jennifer Mongera**, *local government liaison, Brownfield Action Team, Dept. of Environmental Protection*

**William Callahan**, *revitalization coordinator, PA Historical and Museum Commission*

1:00 p.m. – 4:00 p.m.

*Sheffield room*

***Special Session***

**“The Nonprofit Business Plan, Part 2”**

**John Shehane**, *Principal, Non Profit Business Solutions*

***Friday, May 26***

8:00 a.m. - 9:00 a.m.

*Courtyard*

**Breakfast Buffet**

9:00 a.m. – 10:00 a.m.

*Sheffield room*

**“Best Practices Roundtable”**

**Darlene Bigler**, *executive director, Community Action Southwest*

**Ron Errett**, *chief executive officer, Community Action Partnership of Mercer County*

**Tay Watenbaugh**, *executive director, Westmoreland Human Opportunities*

10:00 a.m. - 11:00 a.m.

*Sheffield room*

**“Circles-PA Panel”**

**Roger Collins**, *executive director, Bucks County Opportunity Council*

**Jim Stark**, *executive director, Fayette County Community Action Agency*

**Tay Watenbaugh**, *executive director, Westmoreland Human Opportunities*

11:00 a.m.

**Adjournment**